

# **CUSTOMIZING THE PRESENTATION OF INFORMATION TO SUIT A USER'S PERSONALITY TYPE**

## **ABSTRACT**

A personality type indicator is determined for a user who interacts with a server. The determination is made by analyzing information gathered by observing the user's interactions with the server rather than by asking the user to answer explicit questions. The content or the style of an information presentation is customized according to the user's personality type indicator. In one embodiment of the invention, the personality type indicator is a Myers Briggs Type Indicator.